



U.S. Department of Energy  
Energy Efficiency and Renewable Energy

## FreedomCAR & Vehicle Technologies Program

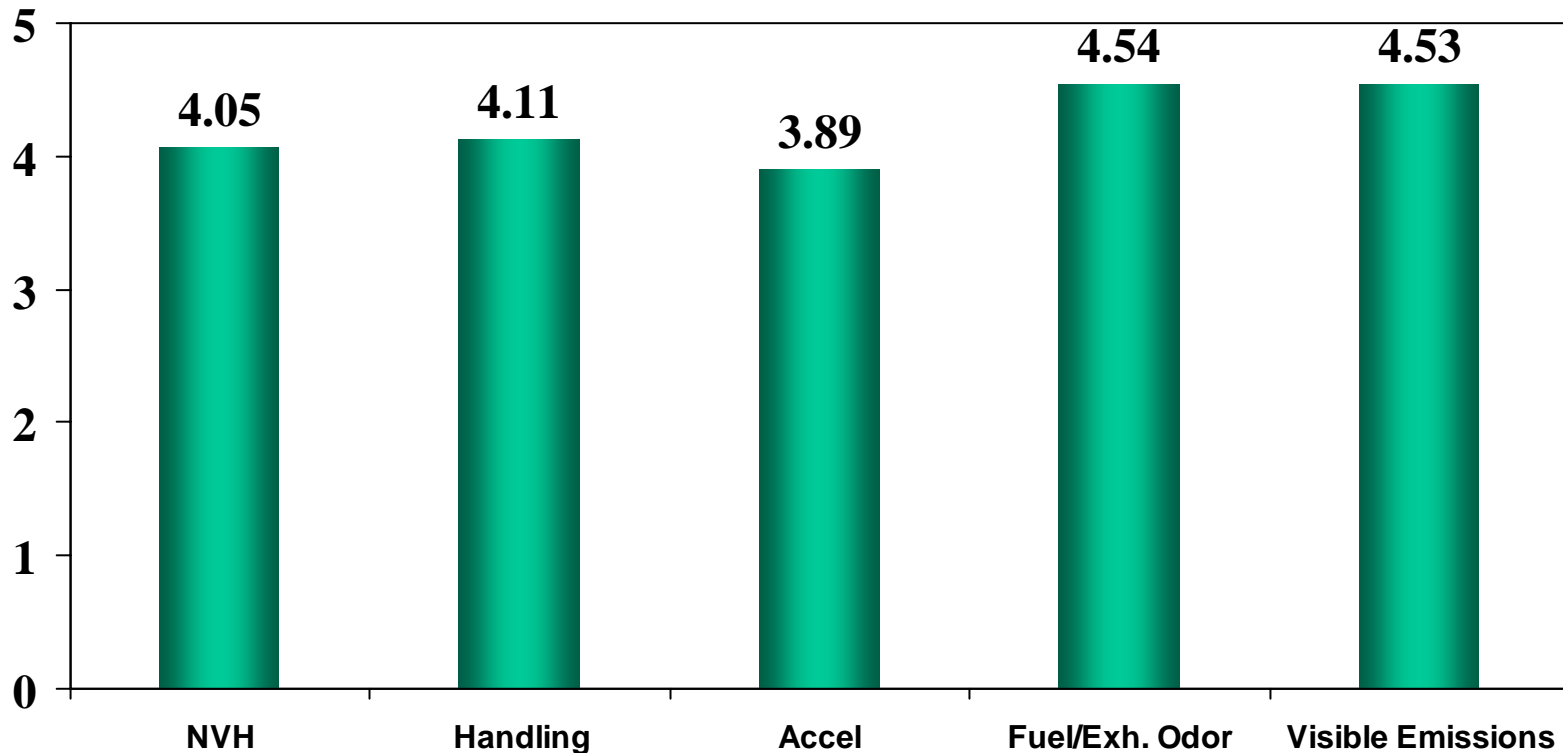
### Ride and Drive Evaluation Results DEER 2004





## Results of Ride and Drive Evaluation: Vehicle Characteristics (All Vehicles)

### Average Score for All Vehicles





- ❑ Willing to replace current vehicle with a diesel ride and drive vehicle?
  - Yes: 63%
  - No: 33%
  - No answer: 3%
- ❑ Have a need for towing and/or 4x4 capability of SUV or truck?
  - Yes: 50%
  - No: 50%



- ❑ Willing to pay more for diesel engine with 60% better fuel economy?
  - Yes: 95%
  - No: 5%
- ❑ How much more?
  - Less than \$500: 4%
  - \$500: 23%
  - \$1,000: 45%
  - \$2,000: 21%
  - More than \$2,000: 7%